with a MIGHTY FANFARE

we announce the 1961 Westlake auto show

NOVEMBER 2 THRU 5

Wednesday Thru Saturday

OPEN UNTIL 9 P.M. WEDNESDAY & FRIDAY;
UNTIL 5:30 P.M. THURSDAY & SATURDAY

FIRST SHOWING OF THE EXCITING NEW 1961's
ALL AT ONE CONVENIENT LOCATION
IN WESTLAKE

Get your first look at the new cars for 1961 at the Westlake Auto Show! See new triumphs in styling and engineering, new achievements in the realms of safety, comfort and economical operation! See new trends taking shape! New automotive history in the making.

YOUR OPEN DOOR TO A WONDERFUL NEW AUTOMOTIVE ERA!

CHEVROLET	*COMET*	*VALIANT*	*CHRYSLER*	*CADILLAC*
DODGE	*RENNAULT DAUPHINE*	*VOLKSWAGEN*	*MERCURY*	*PEUGEOT*
PLYMOUTH	*FORD*	*OLDSMOBILE*	*SIMCA*	*BUICK*
BORGWARD	*LARK*	*RAMBLER*	*PONTIAC*	*OPEL*

WESTLAKE SHOPPING CENTER

ADMISSION FREE

Westlake Auto Show Opens Four-Day Run

Chevy adds Corvair Station Wagon

Chevrolet stylists adroitly meshed the requirements of a roomy and versatile vehicle with the crisp, smart design of the Corvair line and came up with this sparkling new Corvair Lakewood Station Wagon. The car with its air-cooled engine in the rear, folding seat and forward luggage compartment is readily adaptable to almost any job . . . commercial or pleasure. In addition to the Lakewood, Chevrolet added a sports wagon and three half-ton trucks to the Corvair line for '61.

CHEVY PROMISES TO SOLIDIFY SALES POSITION FOR 1961

Top seller of 1960 automobiles, Chevrolet promises to solidify its position in 1961 by significantly broadening its range of passenger cars.

On display at dealer showrooms are 20 freshly styled conventional models; nine Corvairs including new passenger and commercial models, and the spirited two-place Corvette.

Complete new body styling, which provides easier loading for both passenger and baggage and establishes new heights in motoring comfort and convenience, is featured in the regular line of passenger cars.

The entire body, from floor to roof and grille to rear bumper, is all new. Prime design emphasis has been placed on functionalism with thrift.

High on the list of advantages of the all-new body are:

1. Easier entrance to passenger compartments.

2. Large, more accessible luggage space, with the trunk loading level lowered as much as 10.5 inches.

3. Improved chair height and over-the-hood visibility which will increase the ease of parking and add to driving safety.

4. Other safety items include improved brakes, overlap electric windshield wipers, and a new placement for the fuel tank which protects it from road hazards such as hard bumps and flying stones.

Roominess

Although the conventional cars are shorter, narrower and slightly lower, the interior roominess remains about the same or better than comparable 1960 models. Riding comfort is improved.

From a styling standpoint, the new models feature gentle curves and smooth lines and a generally cleaner and airier appearance from all angles.

The Corvair models to be unveiled Friday also blossom out into a complete line of passenger and commercial vehicles. They include:

Passenger cars — Club coupes, four-door sedans and a new Lakewood Station Wagon in the "500" and "700" series, plus the deluxe Monza Sport Coupe and the new Greenbrier Sports Wagon.

Commercial—Corvan, Rampside and Loadside trucks.

Basic mechanical features of the Corvair — the air-cooled engine, combination of transmission and axle at the rear, and frame-body integration — are continued. So is the basic body styling, although exterior ornamentation provides a fresh appearance and the interiors are completely new.

Significant engineering improvements have been made, however, which will greatly improve luggage space, engine performance and fuel economy.

Innovations

Other innovations include a 14-gallon fuel tank; a manual choke and more precise fuel metering to the carburetor; a new pattern of air circulation in the engine compartment to quicken warmup; an increase in engine displacement to 145 cubic inches; an optional 98-horsepower engine and a four-speed transmission.

The spotlight in the Corvair field is expected to center importantly on the new Lakewood Station Wagon and the Greenbrier Sports Wagon.

Equipped with six doors and rated for a 1,600-pound payload, the brand new 95-inch wheelbase Greenbrier can readily be converted from a nine-passenger bus to a wide assortment of duties. It can carry six passengers and a 700-pound cargo or, with an optional third seat, nine passengers and 250 pounds of cargo.

The Lakewood Station Wagon is a four-door, conventional type six-passenger model. But, with the second seat folded down, it offers 68 cubic feet of cargo capacity. One exclusive feature is the 10-cubic feet of lockable storage space under the hood.

Revised Styling

Revised styling of the Corvette reflects the influence of Chevrolet's recently displayed XP-700 experimental vehicle, especially in its streamlined rear quarters. A new underbody which slims down the transmission hump, better engine cooling and use of an aluminum case are some of the other features.

As in 1960, the lineup in the conventional-size passenger cars will be offered in the Impala, Bel Air and Biscayne series. But, they have been expanded to include an Impala two-door Sedan not previously available.

The station wagon series also has been expanded so that there is a choice of either six or nine-passenger accommodations in each of them — the Nomad, Parkwood and Brookwood.

Reversal of the trend to longer, wider bodies also is noted in the fact that the new passenger cars are 1.5 inches shorter and 2.4 inches narrower. Overall length is 209.3 inches and overall width is 78.4 inches.

Distinctive design effects are achieved by matching exclusive roof contours of body types. Particularly noteworthy is the elimination of small, triangular windows at the rear of four-door sedans and station wagons. Also, the rear corner pillars of sport sedans have been widened to create a slightly hooded effect.

IDA

Then there's the mystery that cropped up in a Midwestern city. Within the span of a couple of days, reports the National Automobile Club, about a dozen new cars were found badly battered and dented. Law officers scratched their heads and asked a lot of questions, and then a little old man came forward and explained it all.

Seems that he had a junk wagon and the junk wagon was pulled by a horse named Ida. Now apparently Ida got thinking about the horseless carriage and how it was replacing her dwindling breed. This made Ida so mad that whenever she saw a fancy new model she would give it a good kick and then run like blazes.

Officers didn't care to argue with Ida. They just asked her owner to keep her back, well back, from the fancy new models.

First Showing Of New 1961 Models

Visitors to the Westlake auto show that opens today in the Westlake court will be able to see all makes and models of the 1961 automobiles. For the first time this year, potential car buyers will be able to compare all the models and makes in one location.

The Westlake merchants invite you to this spectacular free exhibition of the 1961 cars. More than 60 cars from 20 dealers will be on display from November 2nd through November 5th.

During the Westlake Auto Show that opens today and continues thru Saturday, the Westlake merchants invite you to shop their stores for the many pre-Christmas values now on display. You will find real bargains in every department of every store during the auto show, so before or after you view the new 1961 cars, shop in Westlake and save.

Corvette Enters Eighth Years As U.S. Sports Car

Stepping out with a completely re-styled rear deck and rear quarters to effect a trimmer, fleeter appearance, the Chevrolet Corvette enters its eighth year as America's only production sports car.

For 1961, the sleek, two-passenger model also boasts several refinements which promise added convenience and owner satisfaction.

Among the improvements:

A new underbody makes possible a 19 per cent reduction in transmission tunnel width.

New body-to-roof sealing for both hard tops and convertibles more efficiently insulates interiors.

An aluminum case for four-speed transmissions. Weight of the unit is thus reduced 15 pounds.

A domed, heavy-duty piston and new cast-iron head for fuel injection engines, producing a compression ratio of 11 to 1.

Increased cooling capacity of the light-weight aluminum cross-flow radiators.

As in previous Corvettes, luxury cockpit treatment adds comfort and convenience to match the performance. Four upholstery colors — blue, black, red and fawn — are available with seven exterior paint schemes.

Driving at one's own desired rate of speed is proper, but to cause others to risk their lives is a dangerous practice.

VW PIONEERS MOTOR SHIPS FOR TRANSPORT

The automobile maker who pioneered the "small car" concept of motoring has had a major effect on the seas as well—in developing a special fleet of motor ships which now move hundreds of Volkswagens into world markets on every trip.

This present-day handling is a far cry from the days when the first Volkswagens arrived in this country hard on the heels of returning American G.I.s. The then-strange little cars came into this country like pieces of personal baggage following them home from European ports.

Just as the Volkswagen is a familiar sight on American highways it is now almost commonplace for sleek Volkswagen motorships to move alongside special auto piers at any of 15 American ports and—within a matter of a day—put ashore up to 1200 VW sedans, station wagons and trucks. This means that a single ship now carries nearly eight times as many VW's on a single voyage as were sold in this country during all of 1950.

Ocean-Going Barges

To do the job which now moves Volkswagens into 130 countries around the world, the auto maker's traffic department, working with naval architects and other specialists, developed a fleet of special car-carrying ships. On the inside they resemble huge ocean-going garages, much like those multi-level commercial garages in large metropolitan centers. But there's a difference. These ships don't have any aisles through which the cars are moved. Cargo space is at too great a premium. They are packed in side by side.

There are now 25 of these new ships discharging cars at deep water ports around the world, making the Volkswagen name virtually as well known in Johannesburg, Chicago and Melbourne as it is in Bonn, Hamburg, and Frankfurt.

Over a half a million Volkswagens have been landed in the U. S. since 1950, according to Howard Duval of Daly City Volkswagen, in a ratio of about four cars to every Volkswagen transporter. The 100,000th Volkswagen truck arrived in Port Newark, N.J., during August while the 400,000th sedan reached this country late last spring.

This achievement contrasts with the prediction made by shippers during 1950 who simply said Volkswagen could not assemble the type fleet needed to move its cars in any great quantity.

Separate Shipments

The 157 new Volkswagens which reached the U.S. during 1950 came in as separate shipments, each consisting of a handful of cars tucked in among the ship's general cargo.

Many of these early Volkswagens were badly damaged as a result of cargo shifting in the holds during the rough crossing. Still others were dented and scratched during makeshift discharging operations. And, once they reached shore, there were no storage areas from which overland auto transporters could pick them up for transfer to authorized dealers' showrooms.

Against this inefficient type of handling, and working with such specialists as engineers of the Swedish Wallenius Line, Volkswagen's traffic department developed the special ocean-going automobile carriers. A major result was the MS Ravenstein which arrived Baltimore during the spring of 1956 with its first full cargo of 600 Volkswagens. This was the breakthrough. Since then still larger auto carriers have come from the shipyards — the largest being the MS Emma Johanna — which can carry up to 1,200 passenger cars, station wagons and trucks in a single Atlantic crossing.

These special Volkswagen vessels have several layers of removable decks in their holds. When a ship arrives at an American port, the hatch covers are removed and stevedoring gangs unlash the cars in these holds where they were firmly anchored during the crossing. Factory designed discharging gear is attached to the vehicles. Then they are hoisted out of the holds, slung over the side and quickly lowered to the pier.

When a hold has been emptied another layer of removable deck is hoisted away uncovering the next solid layer of vehicles to be discharged.

Importance Of Volkswagen Shown By Hi Truck Imports

The growing importance of Volkswagen in the American economy is high lighted by the recent importation of the 100,000 VW truck which followed by only a few months registration here of the 400,000th VW sedan, according to Howard Duvall of Daly City Volkswagen.

The first truck was imported by Volkswagen of America Inc., which has its headquarters in Englewood Cliffs, N.J., less than four years ago. Since then these economical and sturdy vehicles have entered the service of both large and small businesses from the single-truck operator to large fleet owners.

"In many instances," Duvall said, "availability of these trucks has enabled one and two man companies to compete effectively with larger competitors because of the economy of their operation and the minimum amount of service required."

More than 10,000 Americans are now employed selling and servicing Volkswagens in a network of over 500 dealers in the United States. With 15 distributors, Volkswagen of America, Inc. of Englewood Cliffs, New Jersey, estimates that the Volkswagen payroll in the United States is more than $1,000,000 a week. In addition, Volkswagen has paid more than $100,000,000 to the U. S. Federal Government in excise taxes and custom duties on cars, trucks and spare parts. Still other millions of dollars can be traced to VW operations, Duvall said, citing as an example some $22,000,000 spent during the last four and one-half years by VW distributors for hauling their cars from ports of entry on the East, West and Gulf coasts.

With the opening of the St. Lawrence Seaway, VW has utilized several Great Lakes ports for entry into the American market and plans to route some 16,000 vehicles through Chicago and Toledo this year. Use of the Seaway and inland ports has enable VW dealers in the midwest to pass along to their customers savings in transportation costs.

In addition to the cost of overland trucking within the U.S., Volkswagen has paid out an estimated $4,000,000 to stevedores in direct wages since 1956. And close to another $4,000,000 has been spent in other dock handling costs once the Volkswagens reach U.S. shores.

Other Expenditures

Other expenditures cited by Duvall include customs brokerage and wharfage fees of about $1,000,000 paid to port authorities and terminal operators over the last four and a half years for the right to land vehicles on their piers, plus the added cost of tug-boat and pilot service.

Some $65,000,0000 additional have been invested in buildings and facilities by local dealers over the country. Purchases of auto accessories and specialized dealer equipment plus the cost of steel, coal, machine tools and other production equipment bought here by Volkswagenwerk for export to Germany raises the total spent by the VW in the United States to almost half a billion dollars. These figures indicate each VW sold here means about $1,000 to the American economy.

Dealers who are participating in the Westlake Auto Show are:

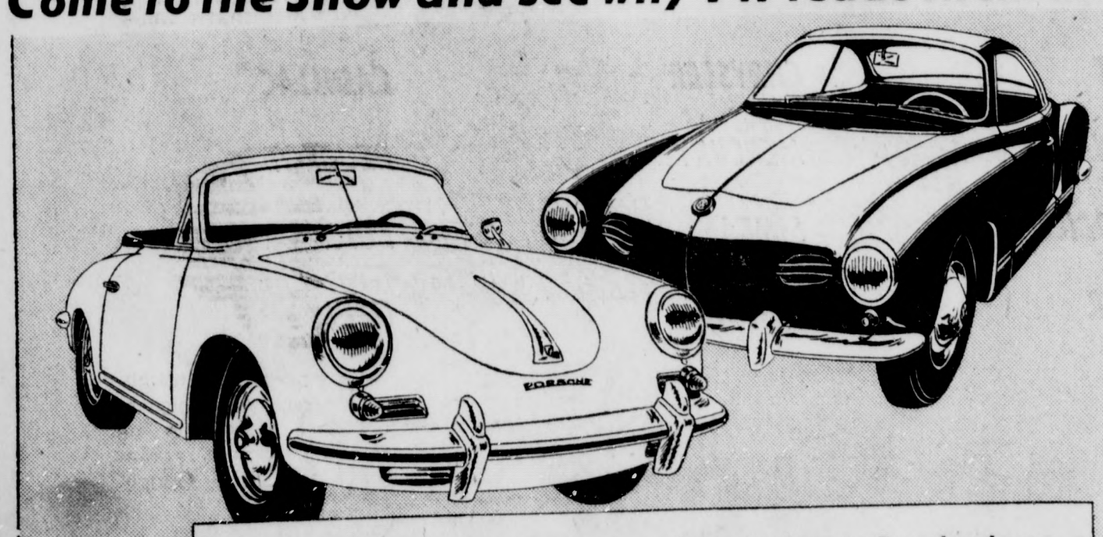
Gateway Chevrolet
Neville Ford
Daly City Volkswagen
Arata Pontiac
Sweeney Lark
C. M. Murphy Olds-Mobile
Stonestown Cadillac
James Donahue Plymouth
Peninsula Rambler
S. F. Motors Peugeot
Earl C. Anthony Chrysler, Borgward
Carl Haas Buick

SPECIAL CAR-CARRYING ships help do the job of moving Volkswagens into 130 countries around the world. Here a load of Volkswagens is being unloaded at one of the ports. The special ships resemble huge ocean-going garages on the inside. The difference is that the ships don't have any aisles through which the cars are moved. Since cargo space is at a premium, they are packed in side by side. Over a half million Volkswagens have been landed in the U.S. since 1950.

DALY CITY VOLKSWAGEN

OFFERS THE COMPLETE LINE

Come to the Show and see why VW leads them all!



An important exception has been made to the famous Porsche slogan

For 11 years Americans who know and love sports cars have given their assent to the Porsche slogan: "All it shares with other cars is the road." They will be pleased to learn that Porsche will now share the renowned sales and service facilities of Volkswagen. This, of course, means factory-trained service, complete availability of parts and the priority attention to the car owner's wishes and needs that helps keep Volkswagen at the top as America's favorite imported car. And now the 1961 Porsche, featuring important styling and mechanical innovations, is available through the Volkswagen dealer serving your community. As always, Porsche is a completely handcrafted car, machined to master mechanics' tolerances and finished with perfectionist regard for detail. These same qualities are in the hands and hearts of the men who sell and service Volkswagen. We will be proud to take your order and start the chart on your Porsche or Volkswagen.

6918 MISSION ST. - DALY CITY - PL 6-0202

OPEN NITES UNTIL 9, ALL DAY SATURDAYS AND SUNDAYS

How do people look to a Volkswagen?

They look curious. And they're asking lots of questions about our VW exhibit. Why is the engine in the back? Why is it air-cooled? What are torsion bars? How many miles does it get to the gallon? How much does it cost? How come it never changes? Curious yourself? Come on down. Bring the family. And your questions.

5th Annual Westlake Auto Show - Westlake Shopping Center

November 2, 3, 4, 5

Daly City Volkswagen Co., Inc.

6918 Mission Street Phone: PLaza 6-0202

AUTHORIZED DEALER

THE 1961 DART, Dodge's entry in the traditional low-price field, offers 29 different models. Above is the 2-door Dart hardtop. Both six- and eight-cylinder engines use regular gasoline.

DODGE'S SPIRITED NEW ENTRY IN COMPACT FIELD: LANCER

Dodge's spirited new entry in the compact car field is the 1961 Lancer.

Dodge General Manager M. C. Patterson said today the new Lancer competes in size and economy with the compacts introduced last year but rivals standard-size cars in performance, comfort, convenience and handling.

The Lancer is a small car with a big car ride," Patterson said. The new compact is nearly two feet shorter and 700 to 800 pounds lighter than conventional cars in the low-price field.

The Lancer is the second new car to be introduced by Dodge within a year. Last fall the company invaded the standard low-price field with its popular, 118-inch wheelbase Dodge Dart. The Lancer has a wheelbase of 106½ inches. Prior to introduction of the 1960 models, Dodge marketed only medium-priced automobiles.

The Lancer features wide use of aluminum to reduce weight. It also offers two highly economical, six-cylinder, front-mounted engines and a host of under-the-hood mechanical refinements. Favorable weight distribution and a low center of gravity, combined with famed Torsion-Aire suspension, gives the new small car its big-car ride.

The trim new compact is offered in seven models in two series: taxi model, 2-door sedan, 4-door sedan and 4-door station wagon in the lowest-price "170" series; and 2-door hardtop, 4-door sedan and 4-door station wagon in the deluxe "770" series. Eight basic colors are offered — medium blue, green and gray in metallic enamel, and red, light blue, light green, black and white in non-metallic enamel.

New Hardtop Model

The stylish 2-door hardtop—one of the first hardtop models to be introduced in the compact car field—is available in both solid colors and 14 two-tone color combinations.

More big-car features are available on the Lancer than on most compact cars. These include air conditioning, power steering and brakes, push-button automatic transmission, heater, radio and luxurious paneling, upholstery and floor carpeting.

Patterson said the Lancer is styled with "a look of directed motion—with its lines flowing forward in a dart shape." This styling theme was achieved, he said, by giving the car a long hood and a clean, fast-sloping rear deck.

Classic Design

The grille, hood and bumper thrust forward in a "V." The grille is composed of fine, horizontal lines of rolled stainless steel that extend outward to form a background for the dual headlights. The car has wrap-around front and rear bumpers. Circular parking lights are recessed below the front bumper. The design is functional, clean and classic.

The distinctive front fender sculpturing flows into the front door, and the Lancer name (plus a medallion in the 770 series) is in block letters on the door.

The doors of the Lancer are large and reach into the roof line. They open wide to provide easy entrance. The windows are also large, extending well down the door sides. Interior head and leg room dimensions exceed many of the larger, standard-size models.

The rear of the car features "clean, uncluttered styling," Patterson said. The deck lid, hinged just below the base of the rear window, has a sculptured windsplit in the center. The Dodge name appears at the lower edge. The large, circular tail lights resemble those featured on the 1960 Dodge Dart.

Overall Economy

Patterson emphasized that the Lancer's economy was achieved by creative engineering throughout the car — not simply through a reduction in size and weight. He listed the following money-saving economies offered by the new compact:

Both of Lancer's spirited 6-cylinder engines deliver top performance on regular grades of gasoline. One has 101-horsepower and a displacement of 170 cubic inches; the other has 145 horsepower and a displacement of 225 cubic inches. Both are advance-design, inclined engines with a compression ratio of 8.2 to 1. A special four-barrel-carburetor power package for the 170-cubic-inch engine is a dealer-installed option.

The Lancer is equipped with an alternator instead of the conventional direct-current generator. Unlike the standard generator, the alternator charges the battery even when the engine is idling. The alternator, Patterson said, saves money by prolonging the life of the battery and minimizing cold weather starting troubles by keeping it adequately charged.

1961 Dodge Polara Designed For 'Distinction At Moderate Price'

The 1961 Dodge Polara was designed and engineered for the motorist who wants "a car of distinction at a moderate price," Dodge General Manager M. C. Patterson said today.

Revealing details of the new car, Patterson said:

"We are convinced our Polara will be the star of the low-medium-price field. This car has the refinement, quality, performance and style that has been previously available only in luxury-priced cars."

Patterson said the Polara for 1961 features completely new styling, elegant new interiors, a V-8 engine that performs efficiently on regular grades of gasoline, and engineering improvements that provide performance and ride of unexcelled smoothness and quietness.

The 122-inch-wheelbase Polara is available in six models: 4-door sedan, 2-door hardtop, 4-door hardtop, convertible, and six- and nine-passenger station wagons.

New Jet-Age Styling

The dramatic, identifying feature of the Polara's new styling theme is its rocket-like tail lights and rear fenders. The fenders rise slightly just behind the doors, taper downward, then make a reverse sweep at the rear of the car. The rocket-like tail lights are located within a chrome nacelle mounted in the fender.

Dominating the front of the car is a large, horizontal, concave grille. The hood and front fenders form a cowl for the grille and dual headlights project from its sides. Housings for the parking lights and a recess for the license plate are integrated in the large, wrap-around bumper. In the middle of the grille is a large medallion in the form of a cross, inset with red and mounted on a textured golden background plate.

From the side, the new Polara has a sleek, forward-thrusting profile, enhanced by the smoothly sculptured fenders, a straight-line windshield post and forward-slanting front wheel openings. A textured aluminum and stainless steel rub-rail extends along the side from the rear of the car to the front wheels.

Hardtop Wagons

The 1961 Polara station wagons again feature sleek hardtop styling. And a fashionable high rear window—which increases the glass area by 47 per cent—is standard on all Polara hardtop sedans.

THE 1961 LANCER station wagon has four large doors to permit easy entrance and exit for passengers. The second seat folds easily to provide enlarged cargo space. Dodge's new compact car offers big-car options such as power steering, power brakes, air conditioning and a power-operated tailgate.

POPULAR MODEL IN 2ND YEAR

Dart: New Styling, Engineering Improvements

The popular Dodge Dart, an automotive newcomer last fall, begins its second year with completely new styling, a host of engineering improvements and a wider selection of engines.

Dodge General Manager M. C. Patterson, revealing details of the new line, said significant refinements have been made in the Dart's engineering and manufacturing quality.

"We are firmly convinced that our new models are the best-engineered and the most carefully built cars ever to leave Dodge plants," Paterson said. "In 1961, the Dodge Dart will be the quality car in the low-price field."

He said many of the mechanical modifications in the new Dart were made to provide "even greater economy of operation and maintenance."

"Increasing numbers of cost-conscious motorists were attracted to the economical Dodge Dart during the 1960 model year," Paterson asserted. "In 1961, the Dart will establish new standards of low-cost motoring. It offers top-flight convenience, comfort, performance and styling while matching many of the economy benefits of compact cars."

New Interior Design

The Dodge general manager said the '61 Dart, freshly styled on the outside, is also new on the inside. The interior of the car features new nylon and rayon fabrics, a distinctive instrument panel, a new door trim design, color-keyed sterling wheels, and new, contemporary color combinations.

The 118-inch wheelbase Dart will again be available in three series — the lowest-price Seneca, the Pioneer, and the deluxe Phoenix. Twenty-nine sedan, hardtop, station wagon, convertible and fleet models will be offered.

"The Dart will again be competing in size and price, series for series, with the three other standard-size cars in the low-price field," Patterson said.

Choice of Engines

A choice of six different engines will be offered to Dodge Dart buyers in 1961. All standard six- and eight-cylinder engines perform efficiently and economically on regular grades of gasoline.

The Economy Slant Six, an advanced-design six-cylinder engine which was introduced last year, will again be available on all new Dart models. This engine, inclined at an angle of 30-degrees, has 145 horsepower and a displacement of 225 cubic inches. Its compression ratio has been reduced to increase its performance while using even the lowest grades of gasoline.

"The improved Slant Six should give Dart owners even better economy than the 1960 version, which delivered 24.74 miles per gallon in the Mobilgas Economy Run this year," Patterson said.

V-8 Uses Regular Gas

The standard eight-cylinder engine on the new Dart is a 230-horsepower, 318-cubic-inch V-8 which also provides adequate power for every driving need on regular gasoline. This standard engine has a two-barrel carburetor. A 260-horsepower with four-barrel carburetor, is optional on all models.

Three high-performance V-8 engines are also offered: the 305-horsepower D-500; a 325-horsepower Police Special; and a 330-horsepower V-8 with special ram induction manifolding.

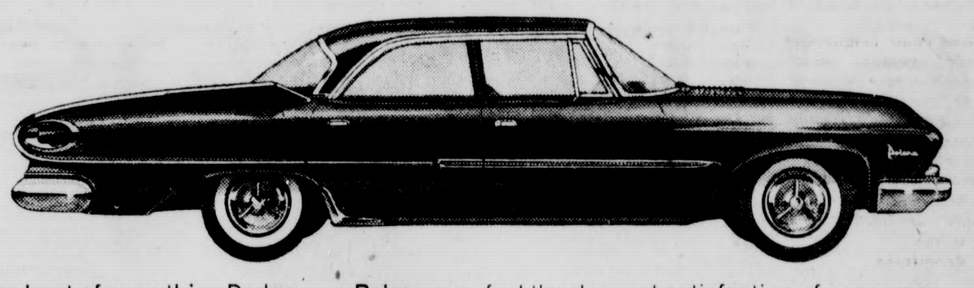
Fresh Interiors

Inside the Dart, Dodge stylists have redesigned the driver-centered instrument panel. Rectangular pushbuttons for the automatic transmission and heating system are housed in sculptured upsweeps which project from the upper edge of the panel. The new speedomter cluster features a horizontal dial with dark figures against a light background. Three different steering wheel variations are available.

THE 1961 POLARA is Dodge's entry in the low-medium-price car market. The appointments, fabrics and design would indicate that the manufacturer expects to attract attention from motorists who have previously bought more expensive cars. Above is the stylish 4-door hardtop.

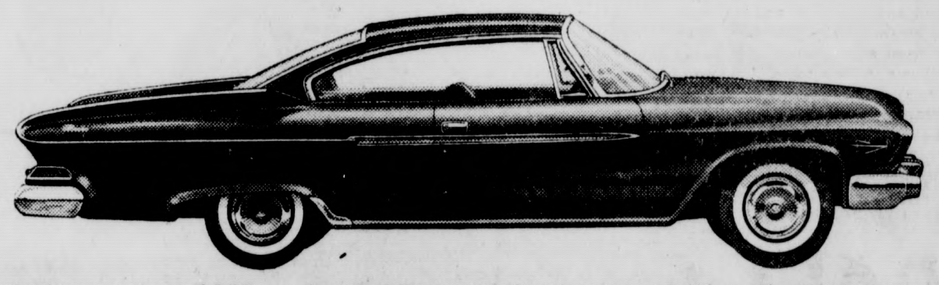
SEE 3 great new ones from DODGE!

1 POLARA
A CUSTOM DODGE



This is the 1961 Polara—the best of everything Dodge. You will respect its masculine authority. You will enjoy its obvious advantages of performance, interior spaciousness, and riding comfort. Polara has been put together with extraordinary care and good taste. With Polara, you feel the deepest satisfaction of car ownership a man can have—complete and authoritative control of a precision machine. Yet, it is not a costly automobile. Seemingly a paradox, the price of the Dodge Polara is one of the lowest in the medium-price field.

2 DART!!
A FULL-SIZE DODGE



The new automobile you are looking at is a 1961 Dodge called Dart!! It is upsetting automotive applecarts all over the place. Why? Because Dart is a full-size Dodge priced model for model with Ford and Chevrolet. It is complete with Dodge room, Dodge comfort and Dodge quality throughout. It has a battery saving alternator-generator. It rides beautifully. It is just about the most economical family-size car going. The 1961 Dart has many other good things: twenty-three models for instance. That's Dart!! And that's value.

3 LANCER
A COMPACT DODGE

Lancer: One hardtop, one 2-door sedan, two 4-door sedans, two wagons. What kind of cars are they? This kind: two feet shorter, many pounds leaner, a couple of hundred dollars less in cost than usual automobiles. Lancer welcomes a family of six lavishly. Has plenty of trunk. Its fully unitized body is very quiet, very tough. Lancer corners decisively, takes any road with aplomb. Parks obediently. The interiors are rich, but simple. The engine is highly spirited, but extremely light on regular gasoline. One more thing, Lancer is built by Dodge.

See all three at the auto show. Then drive the one that suits you best at your nearest Dodge Dealer!!!

AERO MOTORS

7073 MISSION ST.
Open 9 a.m. to 9 p.m.

The 1961 Ford Falcon, most successful new car in history, features a new convex-shaped aluminum grille and new optional, 101-horsepower engine, but preserves the styling, maneuverability, interior roominess and 23.7-cubic-foot luggage capacity of the 1960 model. Shown above is the 1961 Falcon Fordor Sedan. Continuing its proven economy reputation, the 1961 Falcon will deliver up to 30 miles per gallon on regular grade fuel, goes 4,000 miles between oil changes, and introduces new and longer lasting bright trim and underbody parts, including a double-wrapped aluminized muffler.

Ford Falcons Enters Year With Proven Record Of Economy, Comfort

The Ford Falcon, most successful new car in history, enters the 1961 model year with a proven record of all-around economy leadership, six-passenger comfort, handling ease and dependable operation, and introduces a new 101 horsepower performance option—the Falcon 170 Special engine.

"In its first year, the Falcon established itself as the standard of American compact cars," James O. Wright, Ford Motor Company vice president and Ford Division general manager, said. "No other car ever achieved the first year success to equal the Falcon's sales of nearly a half million since it was introduced in October, 1959," he added.

"The 1961 Falcon has a new, convex-shaped aluminum grille, but preserves the styling and inside-outside dimensions of its predecessor," Mr. Wright said. "That means the Falcon will continue to offer full six-passenger seating room, the feel and maneuverability of a sports car, and a 23.7-cubic-foot trunk to carry luggage in real vacation quantities."

In addition, Mr. Wright pointed out that numerous durability improvements in the 1961 Falcon will result in greater savings and less inconvenience to Falcon owners. Among these improvements are 2½-times thicker anodizing on the aluminum surfaces, double-wrapping of the aluminized muffler, galvanizing of additional underbody parts for greater rust and corrosion protection, and more effective use of stainless steel for parts such as the new hub caps.

500 POUNDS PAYLOAD

"One recent study revealed that 20 per cent of all pickup trucks never carry more than 500 pounds payload. The Ranchero with its 800 pound capacity appeals to buyers, and demand for America's first compact truck has already made it account for approximately 10 per cent of the Ford truck sales volume."

Both the Sedan Delivery and the Ranchero offer the quiet and durable single unit body construction. Wheelbase is 109.5 inches, with 189-inch overall length, 55.1-inch overall height, 70.6-inch overall width, 6.4-inch minimum ground clearance, and a measurement of 23.2 inches from the tailgate to the ground.

The economical 144 cubic inch engine develops 85 horsepower, while the optional 170 cubic inch engine has 101 horsepower. Standard rear axle ratio is 3.50 to one, with an optional 4.00 to one ratio available with the smaller engine. Both the standard three-speed conventional transmission and an optional, extra-cost two-speed automatic transmission are offered.

FUEL CONSUMPTION

Motor-fuel consumption is expected to total 63.8 billion gallons for the United States in 1960, according to the National Automobile Club.

The cornerstone of the famed Smithsonian Institution in Washington, D.C. was laid May 1, 1847.

THE 1961 FORD

Crisp New Styling, New Dimensions: Classic Beauty

The 1961 Ford features crisp new styling, new dimensons for new styling, new dimensions for major engineering improvements such as 30,000-mile lubrication, that will result in lower maintenance costs and more carefree operation.

James O. Wright, Ford Motor Company vice president and Ford Division general manager, said the new Ford, nearly four inches shorter and two inches narrower than in 1960, will offer "a completely new, fresh appearance in the classic Ford tradition of straight-line design."

Mr. Wright also announced the 1961 Ford styling has been recognized for its "functional expression of classic beauty" by a world-renowned fashion authority. In Rome, Italy, against a backdrop of the new fashion center of the world, the Centro Per l'Alta Moda Italiana recently presented Ford Motor Company with a special medal honoring the 1961 Ford.

Improvements

Mr. Wright said engineering and design improvements in the 1961 Ford make it "a car that virtually takes care of itself." Improvements include:

—A new grease and lubrication system that extends the normal chassis lubrication interval to 30,000 miles.

—New, heavier brakes that adjust themselves.

—Specially processed underbody parts, including galvanized body panels below the doors, that resist rust and corrosion.

—Aluminized mufflers that are double-wrapped for three times normal life.

—A 250 per cent increase in the thickness of anodizing on aluminum surfaces for brighter, longer-lasting grille, headlamp and tail lamp trim.

"These features," Mr. Wright said, "combined with Ford's Diamond Lustre finishes that never need waxing and the Full-Flow oil filtering system that permits a 4000-mile oil change interval, will mean fewer inconvenient service stops and more savings with the new Fords."

The new Ford line consists of 16 models in four series—Fairlane, Fairlane 500, Galaxie and station wagons. Added to the line are two new models — a Galaxie Club Victoria (two-door hardtop) and a six-passenger Country Squire station wagon.

All six station wagon models, from the two-door Ranch Wagon to the nine-passenger, four-door Country Squire with simulated wood paneling, have a new roll-down rear window in the tailgate. The tailgate itself is seven inches wider than in 1960. The front-facing third seat in nine-passenger station wagons has been improved and, when not in use, folds quickly into the floor.

A power operated rear window is standard on the Country Squire models and the nine-passenger Country Sedan and optional on others.

V-8 Engine

Ford introduces a new 390-cubic-inch Thunderbird Special V-8 engine in 1961 that is designed for effortless performance. The Thunderbird 352 Special and the Thunderbird 292 V-8's, as well as the Mileage Maker Six, all are designed to deliver greater economy on regular grade fuels.

Ford has improved all four transmissions for 1961 — the manual, overdrive, two-speed Fordomatic and dual-range Cruise-O-Matic. The Cruise-O-Matic transmission is equipped with a new vacuum control throttle valve linkage which provides smoother, more precise shifting than before, and elimination of periodic adjustment.

The classic Ford look of the high-styled 1961 model features the traditional, crisp, straight-line styling, graceful front fenders browed above widely-spaced headlights, full-width aluminum grille, and the famous Galaxie roof-line. Small, canted blades top the sculptured rear quarter panels that terminate in large round taillights that readily establish the new Ford's identity.

Among improvements in the Ford optional equipment are a power window master control switch which can be used to "lock out" the operation of any or all windows, and improved circuit breaker protection for power seats and windows.

Wider Trunk

Adding to the convenience of the new Ford cars are such features as a wider trunk opening for easier loading and relocation of the spare tire on the "shelf" at the front of the trunk compartment to give more usable space; a foot-operated parking brake with the release knob located on the instrument panel; two-stage door-checks; reduction of steering effort by 50 per cent with power steering and 10 per cent with manual steering; and a new, flexible coupling in the steering shaft which reduces transmission of road shock.

The shorter, narrower dimensions and easier steering of the 1961 Ford result in greater parking ease and maneuverability.

Inside, the passenger seating space offers the same "built for people" comfort present in the 1960 Ford. Comfort and convenience, like quality and durability, were designed into the new car. Front seat passengers will continue to enjoy foam-padded seats and easy entry and exit with the swept-back windshield pillars which eliminate the troublesome "dog-leg."

The extended lubrication interval on the new Fords is possible through use of new, tough plastic seals and liners plus a special grease having a molybdenum-disulfide base. Even with this grease purposely wipe off, a tenacious film clings to the surfaces, preventing metal-to-metal contact.

Ford's brakes adjust automatically to compensate for lining wear. The self-adjusting mechanism is actuated when the brakes are applied while backing.

Optional equipment includes push button radio, heater and defroster, two air conditioners, a full range of power accessories, tinted glass, wheel covers, electric windshield washer, backup lights, electric clock, Equa-Lock differential, safety padded dash and visors, safety seat belts, four-way manual seat, white sidewall tires and two-tone paint.

Ford interiors feature durable, easy-to-clean vinyl and nylon upholstery, color keyed to the exterior finish. Diamond Lustre paint colors include Raven Black, Corinthian White, Montecarlo Red, Silver Gray, Starlight Blue, Cambridge Blue, Chesapeake Blue, Aquamarine, Mint Green, Laurel Green, Algiers Bronze, Garden Turquoise and Desert Gold.

A new member of Ford's economy vehicle family for 1961 is the Falcon Sedan Delivery (top), supplementing the versatile and unique Falcon Ranchero (bottom). Both the Sedan Delivery and the Ranchero offer maximum economy and maneuverability plus passenger car styling and comfort. The Sedan Delivery has a cargo volume of 76.2 cubic feet, and the Ranchero has a load capacity of 800 pounds. Standard powerplant for both vehicles is the Falcon 85-horsepower engine, with a new 101-horsepower engine optional.

The Ford Econoline Station Bus (top) and Econoline Pickup (bottom) will go on sale in Ford dealerships late in October. A Van model similar to the eight-passenger Bus, but with paneled sides, also is included in the new light duty commercial vehicle series. Econoline models are powered by a modified version of the economical 85-horsepower Falcon engine. Overall length is 168.4 inches with a wheelbase of 90 inches. The Pickup is 72.5 inches wide, and the Van and Bus are 75.8 inches wide. The easily accessible engine is located forward beside the driver's seat, providing ample pass-through space in the front, and a flat rear floor area with low 25-inch loading height. The Pickup has a curb weight of only 2,389 pounds, but can carry nearly 1,700 pounds payload when equipped with optional heavier springs and tires. The Van and Bus have a cargo volume of 204.4 cubic feet.

FORD ANNOUNCES SECOND VERSION OF FALCON LINE: SEDAN DELIVERY

Ford today announced a second commercial version of its Falcon line — a Sedan Delivery model which will supplement the unique Falcon Ranchero introduced last spring.

"The new Falcon Sedan Delivery is designed to meet the requirements of light, in-city delivery and service operations where maximum economy and maneuverability are needed," said Wilbur Chase, truck marketing manager for Ford Division of Ford Motor Company.

Mr. Chase cited as likely customers for the Sedan Delivery such businesses as retail drug stores, financial institutions, grocery stores and cigarette and coffee distributors, all of which carry relatively light weight and small volume cargoes with high value, and prefer a closed-in area rather than the open glass area of a station wagon.

SAME BASIC STYLING

Both the Sedan Delivery and the Ranchero have the same basic styling as the Falcon passenger car — the world's most successful new car.

New for 1961 Falcon vehicles are the grille, restyled bright-work trim, improved ride characteristics, better noise control, more color combinations, refinements in the standard 144 cubic inch engine, an optional automatic choke, and an optional 170 cubic inch engine.

The Sedan Delivery, resembling the Falcon station wagon, has solid metal panels replacing the glass area from the rear post of the front door to the tailgate. Floor space behind the front seat is built up to provide a level load area all the way back to the tailgate, and the interior sides of the 76.2 cubic foot cargo area are paneled with durable hard board. The tailgate is hinged at the bottom for ease of opening and full utilization of the cargo area, and has a roll-down window for better ventilation.

The popular and versatile Falcon Ranchero for 1961 will continue to offer smart passenger car styling and comfort, very low cost of operation, and maneuverability to customers who do not require the full load capacities of conventional pickup trucks.

"Many pickup truck owners carry only passengers or light loads," said Mr. Chase. "For instance, surveys have indicated that 14 per cent of pickup trucks used mainly for going to and from work. In some areas of the country, pickups are sold in large quantity as the sole family vehicle.

SANTA FE

Santa Fe, New Mexico, is reported by the National Automobile Club to be the oldest capital city in the United States. Spanish colonists founded it in 1610.

Spectacular driving leads to spectacular accidents, warns the National Automobile Club.

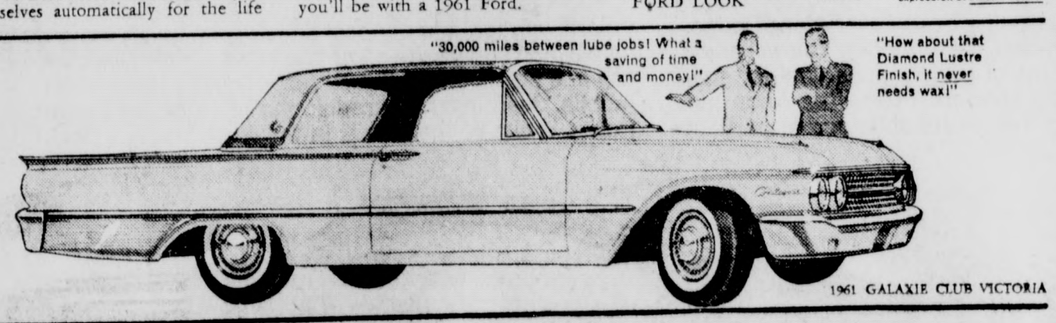
BEAUTIFULLY BUILT TO TAKE CARE OF THEMSELVES!

'61 FORDS

Here are the new Ford "classics" that have turned America's head. Beneath these Thunderbird-clean lines are features that can *save* you many dollars. The '61 Ford offers brakes that adjust themselves automatically for the life of the lining, a chassis that normally goes 30,000 miles between lubrications, and a muffler that normally lasts 3 times as long as the ordinary kind. Add it all up, and see how far ahead you'll be with a 1961 Ford.

BEAUTIFULLY PROPORTIONED TO THE CLASSIC FORD LOOK

Ford is proud of this medal, presented by the international fashion authority, Centro per L'Alta Moda Italiana, to the 1961 Ford for functional expression of classic beauty.



1961 GALAXIE CLUB VICTORIA

1961 FAIRLANE 500 CLUB SEDAN

1961 9-PASSENGER COUNTRY SQUIRE

1961 SUNLINER CONVERTIBLE

F.D.A.Fa.

"SEE THEM AT THE AUTO SHOW"

NEVILLE FORD

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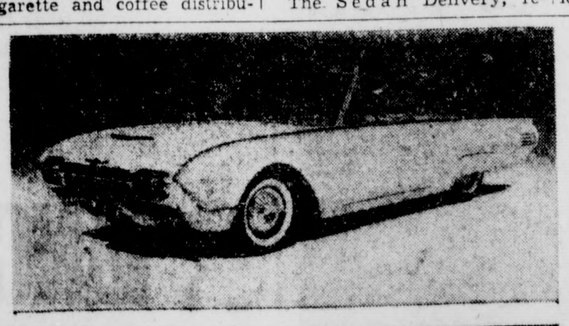

With no change in the basic character of the Thunderbird, the 1961 models shown above introduce all-new styling, improved performance, and new standards of comfort and convenience. The new Thunderbird retains all the features that mean Thunderbird—the classic roofline, four-passenger luxury, the famous console and rich interiors. Although neither as wide nor as long as the previous model, the new Thunderbird has more shoulder room all around and up to eight inches more hip room in the rear seating area. An optional movable steering column permits the steering wheel to glide ten inches to the right for driver ease in getting in and out. Other comfort improvements include elimination of the "dog-leg," wider door openings and 12 pounds more foam padding in the seats. Standard equipment includes dual-range automatic transmission, power steering, new, larger power brakes that adjust themselves automatically, and a new Thunderbird 390 four-barrel V-8 engine.

Versatility and comfort are highlighted in Ford's 1961 trucks, with the greatest changes and most complete line ever presented. The light duty F-100 Styleside pickup (top) has a new type integral body and cab — with no separation between cab and box — for greater rigidity and longer life. The box is nine cubic feet larger and features a new non-rattling handle type tailgate latch. The F-100 is powered by Ford's "certified economy" 135-horsepower six or the 160-horsepower V-8. The heavy duty F-700 (bottom) now has Ford's 302 cubic inch Heavy Duty V-8 engine as standard equipment and longer wheelbases up to 212 inches. Medium trucks in the F-C-B-600 series have a husky new optional 152-horsepower, 262-cubic inch six cylinder power plant.

THE NUMBER ONE car in the Cadillac line for 1961 is this Fleetwood Sixty Special Sedan. The more formal and striking appearance of this model results from the distinctive upper structure that is not shared by any other model.

Key Word Is "Greater Comfort" In Cadillac's Mechanics, Engineering

In any discussion pertaining to the mechanical and engineering qualities of the 1961 Cadillac, the key words must be greater comfort. Much has been done to make operation of the 1961 Cadillac even more pleasant for all occupants.

The 1961 body is more convenient to get in and out . . . head room is increased, as is leg room . . . seating comfort is increased with greater chair height.

Additionally, important advancements have been made in ride, handling ease, quietness of operation and braking.

Entrance and exit convenience is improved as a result of the forward sloping windshield pillar, by a rear door that opens seven-and-one-half inches further, by moving forward the center stub pillar, by narrowing the rocker step-over, and by increasing door opening heights.

More Head Room

Considerable improvement is made in head room, leg room and seating comfort. Here is how this has been accomplished. The chassis and frame modification permit lowering of the front floor, giving greater chair height for improved seating and greater leg room. Seat cushions are deepened. The tunnel is narrower and lower, resulting from the repositioning of the engine and transmission.

The continuing ride developments come from the new front suspension and structural advances possible with the new body.

Additional improvements in ease of handling result from the increased boost from the new steering pump. So less effort is required in steering or parking. Also, the car is more manueverable—turning in a 43 foot circle, three feet less than last year.

Still another form of comfort—quietness and smoothness of operation—has advanced even further in 1961. This comes about as a result of the new front suspension and the improved body structure. The new structure permits the reduction of several mounts in the center of the body, eliminating points of noise and vibration transmission from the chassis to the body. A new type rubber support for the propeller shaft bearing adds to quietness and smoothness of the drive line.

Brake Improvement

As regards braking improvement greater gains have been made than the substantial progress of last year. And this, too, is related to the new front suspension. The new suspension design permits the moving of front brake drums into the air stream. By adding fins onto the extended drums greater cooling reults. This permits use of a larger wheel cylinder with shorter stopping distances and greater freedom from pull and squeak.

Other engineering advancements on the 1961 Cadillac include a lubrication free chassis, a new windshield wiper system covering 15 per cent greater wiping area, a single exhaust system for greater life and an anti-smog kit that will be standard on all California bound cars and optional elsewhere.

The other options will be offered for the first time. They include a rear window defogger and a non-slip differential.

ALL-NEW SCULPTURED STYLING MAKES THE 1961 CADILLAC 'OUTSTANDING'

With all-new sculptured styling, outstanding comfort dimensions and advanced engineering improvements, the 1961 Cadillac is the most outstanding automobile ever offered the motoring public, according to Harold G. Warner, Cadillac general manager and vice president of General Motors.

In presenting the new models, Mr. Warner said, "For 1961, Cadillac is offering 12 models as compared to 13 of last year. A short-deck sedan with seven inches removed from the rear deck is added to the Sixty-Two Series while the Eldorado Brougham and Eldorado Seville are dropped from the line."

The 1961 styling features sculptured side metal, an outward flare in the lower sections of the doors and rear quarter panel and crisp and distinctive upper structures. The new upper windshield structure and thinner roof line add to the graceful, elegant silhouette.

Symbolic Tail Fin

Retained in 1961 is Cadillac's symbolic tail fin design, with readily identifiable taillamps in the trailing edge. Contributing to night driving recognition are new horizontal rear taillamps in the bumper ends.

Over-all length is 222 inches for all models except the Series Seventy-Five models which are 242.3 inches. Widths remain unchanged while car heights are increased from .1 to 1.7 inches.

The comfort dimensions for 1961 are greatly improved, including ease of entrance and exit, seating comfort, head room and leg room.

The 1961 Cadillac offers 113 interior upholstery combinaan increase of 24 over last year. For the exterior Cadillac is offering 15 high lustre, long-life acrylic paints and five special Eldorado colors.

As for the engineering advancements for 1961, the frame is wider and shallower in the front section, allowing for a lower floor and it permits the use of a new front suspension with a single lower control arm, controlling the fore and aft movement of the front wheels. The result is greater absorption of road bumps.

Cuts Lubrication

The generous use of rubber isolators at all chassis points eliminates the need for lubrication. With the new front suspension, new finned front brake drums were moved out into the air stream to provide better cooling.

For 1961, Cadillac introduces a new type single exhaust system which has twice the life of the former dual system. The Cadillac engine retains its compression ratio of 10.5 to 1 and 390 cubic inch displacement producing 325 horsepower.

Included among the 1961 accessory advancements are: a new rear window defogger; a new non-slip differential; and a crankcase ventilation kit (anti-smog device) which will be standard on all cars delivered in California, and available as an option anywhere.

The 1961 De Soto emphasizes quality, long a De Soto watchword. While established engineering and styling elements such as single unit construction, torsion bar suspension, and the fleet, finned look have been retained, there have been some interesting new developments under the hood, and overall the big change for 1961 is the sum total of many subtle refinements and improvements. The 1961 De Soto engine operates on regular gasoline with undiminished performance. In styling, De Soto has maintained the streamlined look of motion with sweeping fins, and all models will be 2 and 4 door hardtops.

Studebaker Lark Offers 17 Models, Including New Luxury Styled Sedan

Seventeen Studebaker Lark models — including the new Cruiser, a larger, luxury-styled four-door sedan — are offered for 1961. In addition, there's the Hawk, a family sports car with an economy-winning engine.

This complete line of body styles has been designed to meet all passenger car driving requirements and conditions, with the advantages of convenient size, overall economy, quality and Studebaker craftsmanship.

In announcing the 1961 Larks, Harold E. Churchill, president of Studebaker-Packard Corporation said: "Within our product philosophy of consistency of design, our 1961 models incorporate substantial styling refinements and engineering advancements. These changes were made to improve performance and provide the purchaser with greater investment value."

All Lark models are available with either the new, more powerful six cylinder OHV engine—the Skybolt Six — or the V-8 power plant.

FOUR-DOOR

Four-door sedans and four-door station wagons are offered with a choice of Deluxe or Regal styling in body and interior trims.

Models with Regal trims are the two-door hardtop, two-door convertible, the new Cruiser and the Hawk.

For the first time in the automobile industry, Studebaker offers padded instrument panels as standard on all models.

Other standard equipment includes a newly-designed instrument panel with improved visibility of instruments and rheostat control of instrument lights; a new counter-balanced hood hinge; tray-type glove compartment with lock; electric two-speed windshield wipers, and directional lights.

Regal models have dual headlights, a two-tone safety steering wheel, automatic dome and entry light, foam cushions on front and rear seats, cigarette lighter, carpet floor coverings, dual horns, stainless windshield and rear window mouldings, sill panel moulding and coat hooks as standard equipment.

ACCESSORY TRIM KIT

An accessory trim kit available for two-door sedans includes extra sun visor, rear ash try, and stainless steel windshield and rear window reveal mouldings. Rear door arm rests are added in the kits for four-door sedans. Station wagon kits contain the rear ash tray, extra visor and windshield moulding, while the four-door wagon kits add the rear door arm rests.

An extensive list of equipment is optional for all models.

Among the more popular options offered are the Climatizer, power steering, power brakes, tinted glass, electric windshied washers, white sidewall tires, back-up lights, chrome wheel discs, manual or push button radio, hill holder for cars with standard transmissions, air conditioning (except convertibles) and the Twin Traction "limited-slip" differential.

Individual front seats, and reclining seats with split backs or individual cushions and backs are also available. Head rests are optional with any combination of split-back seats.

Standard equipment on Lark station wagons include vinyl seat coverings on all models, and carpets on the floors and cargo decks on Regal models. Optional equipment includes hideaway third seats and roof-type luggage carriers.

The Hawks, as a Regal-styled sport coupe, has bucket seats as standard equipment, a new feature for 1961. A four-speed transmission, tachometer, deck lid mounted antenna and anxiliary heater are offered as optional equipment.

New interior trim and color combinatons have been chosen to harmonize with exterior body colors. Vinyls are red, blue, green, brown, tan and black. Lark and Hawk emblems have been woven into the Regal upholstery fabrics of the respective cars.

Metallic coated vinyls are available for the first time for models with blue, green or tan exterior colors. All models have an agate gray vinyl headlining.

New Colors

New exterior colors for 1961 are Ermine White, Velvet Black, Jade Green, Blaze Red, Suntone Yellow, Riviera Blue, Autumn Haze Gray and Desert Sand Beige. Flamingo is available for Lark convertibles and Hawks only.

Studebaker has offered the first complete line of body styles in the convenience-size car field, giving the buying public a choice previously found only in oversized car selections.

For 1961, Studebaker offers attractive, excellently engineered cars that by consistency of basic design insure high resale values.

BONDED BRAKES STANDARD

New bonded brake linings have been introduced as standard equipment on all Larks for 1961. In addition, effective lining areas have been increased 22 per cent on six-cylinder models, and 19½ per cent on V-8 models. They will increase lining life by approximately 75 per cent.

1961 HAWK SPORTIER THAN EVER

Bucket seats and a four-speed transmission with floor shift are available on 1961 Hawks for the first time. Bucket seats are standard, and the transmission is optional equipment. New interior styling coupled with exterior refinements adds beauty to the five-passenger sport coupe.

FEATHER-TOUCH STEERING

Larks for 1961 are equipped with a new design recirculating ball type steering gear. This new gear, along with a castor change and a new knuckle upper bushing, provides for 30 per cent lower non-power steering effort on the Lark Six, and 10 per cent on the Lark V-8.

Stylish Pick-Up Heads Dodge List Of Truck Series

A stylish Dart half-ton pickup headlines a completely new series of light and medium-tonnage 1961 Dodge trucks.

The new models feature the only Inclined 6-cylinder gasoline engines in the trucking industry.

Revealing details of the new models here today, Dodge General Manager M. C. Patterson emphasized that this is the second totally new line of trucks Dodge has introduced in the past year.

"In 1960, we presented a new series of medium and high-tonnage cab-forward trucks," Patterson said. "We became the first of the 'low-priced three' to offer a diesel engine. We provided a new cab design for truck owners who wished to avoid the extra length of conventional models or the extra cost of tilt-cabs. We offered swing-out fenders to ensure the fastest, most convenient engine accessibility in the trucking industry.

"This year Dodge is introducing another entirely new series of trucks, which range from the Dart pick-up to a 2½-ton heavy tractor. Styling, chassis, steering, suspension system—all are new. We have designed and engineered this new series of trucks from the ground up."

Patterson stressed the passenger car styling and handling characteristics of the 1961 trucks and the exceptional fuel economy to be derived from the 6-cylinder engines.

"Our Dart pick-up has a low, wide silhouette with clean lines that flow smoothly from front to rear," he explained. "A new drop-center frame, coupled with balanced design suspension and wide treads, gives the Dart remarkable road stability and makes it as easy as a passenger car to drive.

"Our two Inclined overhead valve engines will interest every truck owner who wishes to reduce fuel costs significantly. We believe these engines will enable our light-tonnage models to operate more economically than any comparable trucks on the road."

DESIGN CONSISTENCY

Although 1961 Studebaker models incorporate substantial styling refinements and engineering advancements, the manufacturer's product philosophy of consistency of design is being continued. Harold E. Churchill, Studebaker-Packard Corporation president, adds: "These changes were made to improve performance and provide the purchaser with greater investment value."

PADDED DASH STANDARD

For the first time in the automobile industry, Studebaker is making safety-padded instrument panels standard equipment in all 1961 models.

NEW STREAMLINED STYLING FOR LARK HARDTOP

Decorative louvers in the upper rear quarter sections are a new styling feature of 1961 Studebaker Lark hardtops. Single pivots for raising and lowering the quarter windows improve operation and eliminate rattle. With a complete line of body styles, plus choices of two engines, three transmissions, various axle ratios and numerous options, 1961 Larks can meet the most exacting requirements of all motorists. The Lark is available with Studebaker's new and more powerful overhead valve engine for 1961—the Skybolt Six, which develops 112 horsepower at 4,500 r.p.m.

See the NEW INSPIRATION FOR THE MOTORING WORLD

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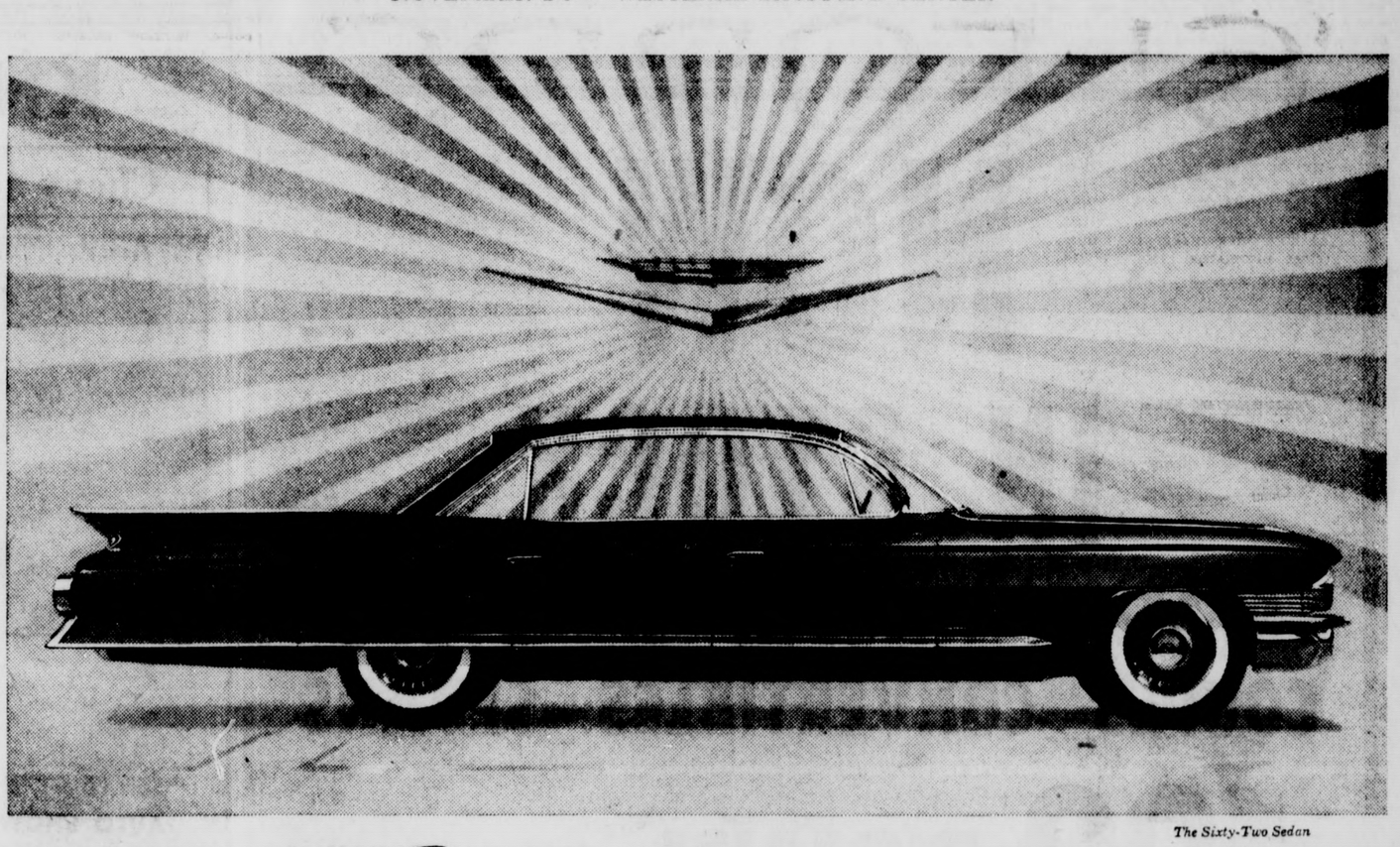


The Sixty-Two Sedan

Cadillac FOR NINETEEN SIXTY-ONE

When you come to the Automobile Show, you are invited to visit the Cadillac display, where you may inspect the magnificent new Cadillac at your leisure. We believe that you will find the 1961 Cadillac the most beautiful motor car you have ever seen—incomparable both in exterior lines and interior appointments. But, of course, seeing isn't everything—and you cannot possibly appreciate Cadillac's remarkable riding qualities, its almost incredible ease of handling, until you have driven the car. While you're at the show, make arrangements for a demonstration drive with your authorized Cadillac dealer. We look forward to your visit.

The Fleetwood Sixty Special

The Sixty-Two Coupe

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

CADILLAC MOTOR CAR DIVISION, STONESTOWN SUB-BRANCH

20TH & BUCKINGHAM WAY · SAN FRANCISCO, CALIFORNIA

Compact Valiant Adds Two New Body Styles For 1961

Valiant offers a more complete line of body styles for 1961 in the low-priced, compact car class, in anticipation of even greater buyer demand for the most economical American-built cars.

Added to the line are a two-door sedan in the V-100 series and a V-200 two-door hardtop, giving Valiant complete representation in the sedan-hardtop-station wagon model group, which comprises 95 per cent of all cars bought from American manufacturers.

Harry E. Chesebrough, general manager of the Plymouth-De Soto-Valiant Division and vice president of Chrysler Corporation, said the addition of the two new models makes Valiant "a full member of the Plymouth team and provides the traditional high-quality Chrysler engineering and manufacturing standards on a broad front in the compact car field. This low price compact looks and drives like twice the price."

In a number of ways, the 1961 Valiant has been improved for operating economy, durability, performance, and smoothness of ride. In external appearance, it continues to accent the beauty of line and proportion which won wide acclaim when the car first appeared last year.

ECONOMY ENGINE

The 1961 Valiant is a smoother, quieter operating car. All models are powered by a six-cylinder, overhead valve engine with a displacement of 170 cubic inches. Inclined 30 degrees from the vertical to permit use of a unique manifold for maximum fuel economy, the Valiant engine has a horsepower rating of 101.

AIR CONDITIONING

Valiant offers air conditioning for 1961 as a dealer-installed option. It is a recirculating-type unit, designed to combine maximum cooling capacity with minimum space requirement at low cost.

PROVEN FEATURES RETAINED

The fact that Valiant in 1960 won a national styling award, beat the other "big three" compact cars in the Mobilgas Economy Run, and won the first seven places in a compact car race at Daytona Beach indicates that such features as unit construction and Torsion-Aire ride should, of course, be retained. The electrical generating system is again designed around an alternator, which replaces the generator in conventional cars.

The 1961 Ford Falcon (Tudor Sedan, top) features a new, convex-shaped aluminum grille and introduces a new optional, 101-horsepower engine along with durability improvements in aluminum surfaces, underbody parts and other trim items. The Falcon, most successful new car in history, delivers up to 30 miles per gallon on regular grade gasoline. The Fordor station wagon (bottom) features the convenient roll-down tailgate window and a 76.2-cubic-foot load space, comparable to that of the 1957 Ford. The 1961 Falcon will be offered in four models—two- and four-door sedans and two- and four-door station wagons. The new Falcon preserves the styling of the 1960 model, and continues to offer six-passenger seating room, the sports car feel, and 23.7-cubic-foot luggage capacity.

WIDE SELECTION OF COLORS, BODY STYLES FOR PONTIAC

Pontiac's dynamic new line of 1961 automobiles will be on display at the auto show in a wide selection of body styles and color combinations.

Finished in a brilliant array of Magic-Mirror acrylic lacquer colors, the 1961 Pontiacs will be offered in 15 different body styles, comprising the Bonneville, Star Chief, Ventura and Catalina series.

The new Pontiacs are lower, shorter and narrower, yet actual passenger compartment space has been increased. Pontiac's famous wide track design, prevailing in each series, is proportionately increased. Also important among the car's completely new engineering features is a new perimeter frame, new front and rear suspension systems and a lighter, more efficient V-8 engine.

Accentuating the wide, low front end appearance is an expansive hood, channeled on either side of its centerline, which tapers forward with narrow fenders to meet a dominant twin grille of three dimensional design. Each grille houses dual headlamps and an impressive two bar type wraparound bumper adds further prominence to the front end design.

Sculptured Lines

Long sweeping sculptured lines highlight the side view. A tasteful chrome moulding, gracefully spans the entire length of the car.

A unique bumper design, attractively integrated with the body, distinguishes a sharply profiled rear end. Sweeping abruptly upward to cap the rear fenders, the bumper frames a low, rearward slanting trunk lid and a narrow panel containing tail lamps and Pointiac or series name.

Curving pillars framing a generous Vista-Panoramic windshield combine with the sharper lines of the side windows and rakish, slim-line roof to create a new custom appeal. The new design eliminates the windshield corner extension on all models and the triangular rear side window on four-door sedans.

Brilliant, highly durable acrylic lacquer finishes are available in 15 solid colors and 57 two-tone combinations. Harmonizing with exterior colors are 88 interior trim combinations in beautiful Jeweltone Morrokide, nylon faced and wool pattern cloths, and genuine leather.

Wheelbases measure 119 inches with Catalina and Ventura models and the Bonneville Safari; 123 inches with Star Chiefs and the other Bonnevilles. Overall lengths begin at 209.7 inches with all Safari models and extend to 217 inches with sedans and coupes in the Star Chief and Bonneville series. Heights range from 54.9 inches with convertibles up to 56.9 inches with station wagons. All new Pontiacs have an overall width of 78.2 inches.

Bonneville Models

Pontiac customers may select from four custom designed Bonneville models: a two-door sport coupe, four-door Vista hardtop, a convertible, and a four-door, six-passenger Safari station wagon.

Standard equipment on Bonnevilles include clock, instrument panel cushion, passenger assist rail, courtesy lamp, and dual ash trays; luxurious interior fabrics of wool, Jeweltone Morrokide, and genuine leather with deep pile carpeting; new custom steering wheel, deluxe wheel discs, and aluminized tail pipes.

The new Star Chief series is available in stylish four-door sedan and four-door Vista hardtop body styles. Spacious seats covered with beautiful nylon faced cloth and Jeweltone Morrokide bring living room comfort to Star Chief interiors.

Comprising Pontiac's Ventura series are a two-door sport coupe and four-door Vista hardtop. The new hardtops convey a distinct youthful appeal with exclusive decor and exciting multi-tone combinations of Jeweltone Morrokide seat coverings. A new three forward speed Hydra-Matic transmission, designed especially for Ventura and Catalina models, adds a sports car flavor.

The versatile, lower priced Catalina series, distinctive in its styling simplicity, includes a two-door sport sedan, four-door sedan, two-door sport coupe, four-door Vista hardtop, convertible, and four-door six and nine-passenger Safari station wagons.

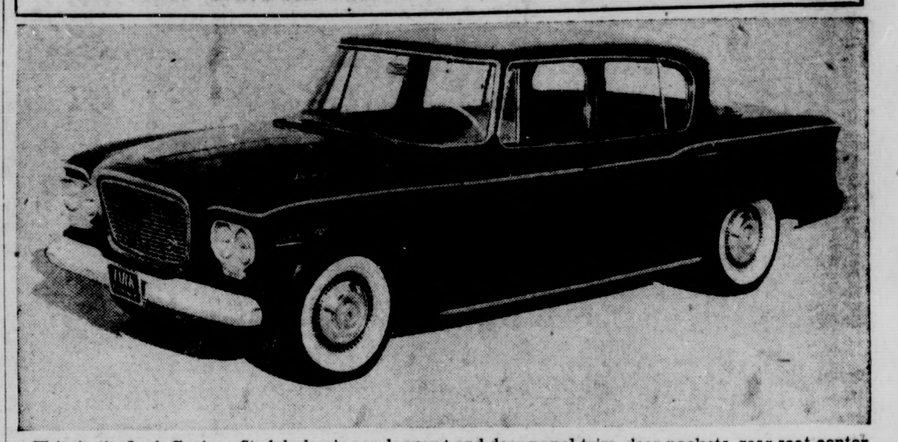
Superb Performance

Renowned for its superb performance, efficiency, and reliability, the 389 cubic inch Pontiac "Trophy 425" offers major design advances and improved economy. Standard with all models using synchromesh transmission are regular fuel V-8s with 8.6:1 compression ratios. Premium fuel V-8s with 10.25:1 compression ratios are available with all models equipped with Hydra-Matic transmission. Pontiac's popular economy engine operates on regular fuel and is a no extra cost option.

Contributing largely to the increase in passenger compartment space is a new perimeter frame with parallel side rails that completely encircle the passenger compartment.

Pontiac's reputation for excellent ride characteristics are further enhanced by new and improved suspension systems. A stronger lower control arm is swept backward for anti-drive control and new springs and shock absorbers of maximum softness are employed in the front suspension. New lower control arms, addition of another upper arm, and extended use of sound absorbing rubber bushing highlight the new four-ling rear suspension system.

NEW LARGER LUXURY-STYLED LARK CRUISER



This is the Lark Cruiser, Studebaker's new larger luxury-styled 4-door sedan for 1961. The Cruiser has a 113 inch wheelbase and an overall length of 179 inches. It is powered by a 259 cubic inch V-8 engine, with a 289 cubic inch V-8 engine optional. Standard equipment includes exclusive upholstery and door panel trim, door pockets, rear seat center armrest, rear window wing vent, electric clock and cigarette lighter. The Lark Cruiser is designed for motorist who seek "a little more" in a sensibly-sized and priced automobile. Wide rear doors assure easy entry and exit.

PLYMOUTH FOR 1961 HAS COMPLETELY NEW LOOK OF BEAUTY

Plymouth for 1961 has a completely new look of beauty and a new ride of stability.

Long an economy leader in the low-priced field, Plymouth in 1961 has made major engineering and styling gains in the areas of economical operation, trouble-free driving, luxury-car appearance and solid riding characteristics.

The design of the car is smooth and uncluttered.

Harry E. Chesebrough, general manager of the Plymouth-DeSoto-Valiant Division and vice president of Chrysler Corporation, had this to say about the new Plymouth styling:

"The function of a car is to move, and it should be designed with that purpose in mind. These cars will really perform, and they are designed to convey the feeling of performance at first glance. In styling, the new Plymouth has a look of solid beauty that gives it a whole new personality."

Viewed from the side in silhouette, the new appearance is most pronounced. Designers have reduced the mass of the rear of the car, added to the length of the hood, and used a minimum of side trim. The new design maintains superior directional stability by keeping the center of gravity and the driving in cross winds, despite center of pressure as close together as possible.

There are aerodynamic advantages, which reduce wind drag, in the clean front end body resulting from UniBody construction. The concave design of the rear quarter panels helps to achieve stability when the smaller mass of metal at the rear than on previous Plymouths.

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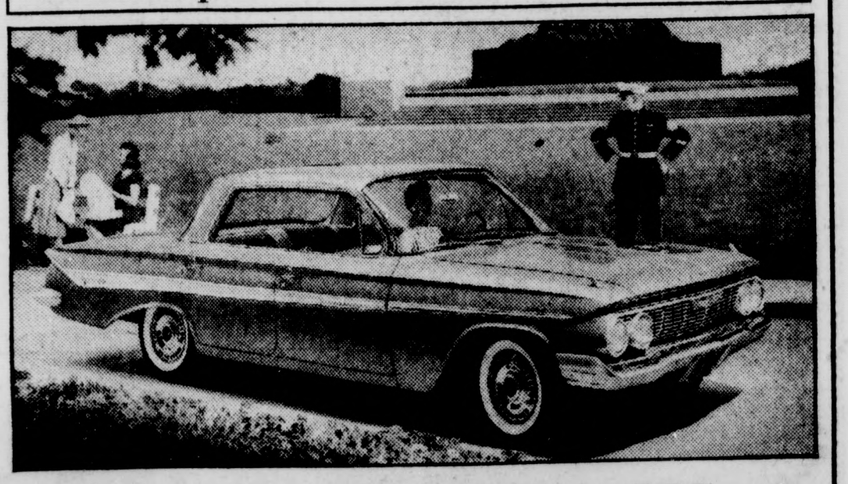

— SEE - RIDE - COMPARE THEM ALL —

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The 1961 Thunderbird retains the classic concept of Thunderbird design and introduces new standards of comfort, convenience, performance and automotive styling. No wider and no longer than the 1960 model, the new Thunderbird is roomier and offers such added convenience features as an optional movable steering wheel that with fingertip effort slides ten inches to the right as the driver gets in and out, elimination of the "dog-leg," wider door openings, and 12 pounds more foam padding in the seats. The fully automatic soft top of this convertible folds neatly into the trunk compartment, resulting in a smooth silhouette when the top is down. The hardtop model features the classic Thunderbird roofline. Standard equipment on the 1961 Thunderbird includes the 390 four-barrel V-8 engine, Cruise-O-Matic transmission, power steering and power brakes that adjust themselves automatically.

Thunderbird Introduces New Standards Of Luxury

The 1961 Thunderbird, third expression of the classic Thunderbird design, introduces new standards of luxury, convenience, durability and performance while maintaining the elegant styling that means Thunderbird to admirers of fine motor cars everywhere.

James O. Wright, Ford Motor Company vice president and Ford Division general manager, announced details of the new Thunderbird just prior to the opening of the National Automobile Show in Detroit, where the 1961 Thunderbird will make its first public appearance. The new Thunderbird will go on sale in November.

LOOK OF DISTINCTION

"First appearing as a two-passenger personal car in 1955, the Thunderbird concept evolved into a four-passenger luxury car in 1958 and now, with the 1961 model, the Thunderbird takes on a new look of distinction," Mr. Wright said. "This third stage in the evolution of the Thunderbird is unmistakably new, yet unmistakably Thunderbird."

"The 1961 Thunderbird is not an inch longer or any wider than the 1960 model," he pointed out. "The wheelbase remains the same at 113 inches."

Along with the new styling, the Thunderbird offers a new 390-cubic-inch engine, a revolutionary steering column and wheel that move out of the way for easier driver entry and exit, more interior room, greater durability through the use of rust—and corrosion—resistant materials in the underbody, and a wide range of standard equipment that is optional on most other cars.

The 1961 Thunderbird will carry a written dealer warranty extended to 12,000 miles or one full year, whichever comes first.

Two Thunderbird models — a hardtop and a convertible — will be offered in 1961. The fully automatic convertible soft top retracts into the trunk compartment to provide a sleek, uncluttered silhouette.

New as it is, the Thunderbird retains many of the famous characteristics of its predecessor — the distinctive roofline, the crisp fender lines, the unique console and rich interiors. Restyled for a modern, sophisticated appearance, the new Thunderbird grille and front bumper design has a swift, integrated look, and the round taillights lend a dramatic new appearance to the rear end.

SPACIOUS INTERIOR

The spacious interior is made still larger by the curved side windows, which permit up to two inches more shoulder room. For easier access to both front and rear seat, the doors are 2½ inches wider, the windshield pillar known as the "dog-leg" has been eliminated, and there is a deeper door opening from floor to roof. Luggage, too, is easier to load because of the lower trunk opening height.

WESTLAKE AUTO SHOW

NOVEMBER 2-3-4-5

ADMISSION

F-R-E-E

THE 1961 LANCER, Dodge's new entry in the compact car field, is available in a variety of two- and four-door sedan, hardtop and station wagon models. Above is the four-door sedan.

ON DISPLAY AT THE WESTLAKE AUTO SHOW . . .

NEW '61 LARK

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RAMBLER FOR 1961

With the Strongest Guarantee in Automotive History

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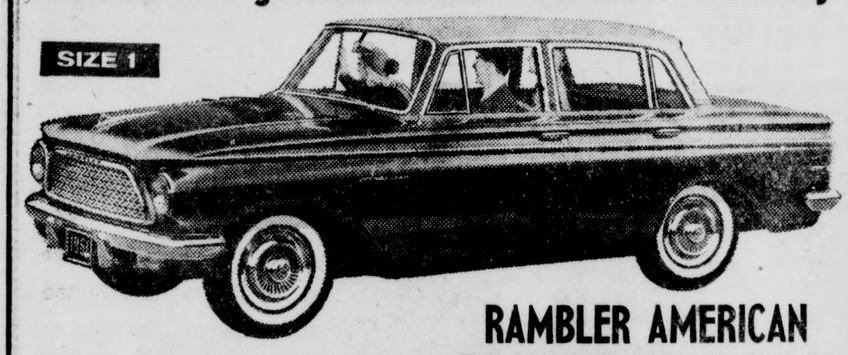

RAMBLER AMERICAN

THE ECONOMY COMPACT! Meet the new American Beauty . . . highest quality, lowest price of any U.S.-built car! Easier to park and handle . . . 50% more luggage space. 90 or 125 HP Six.

SIZE 2

RAMBLER CLASSIC 6 AND V-8

THE ALL-PURPOSE COMPACT. Only the Rambler Classic combines big car room and comfort with compact car economy and handling ease. New Ceramic-Armored tail pipe pipe and muffler. Die-Cast Aluminum Six or choose the High-Performance V-8.

SIZE 3

AMBASSADOR V-8

THE LUXURY COMPACT. The fine balance of the elegant and the agile . . . last word in luxury, style, comfort and appointments. Choose 250 or 270 H.P. V-8 engines—both outstanding in economy and performance.

GREATEST GUARANTEE IN AUTOMOTIVE HISTORY

1. Muffler and tail-pipe guaranteed against defect for the life of the car while the original owner owns it.
2. On all new Ramblers, the former standard warranty of 90 days or 4,000 mile is extended to 12 months or 12,000 miles, whichever occurs first. This warranty does not cover tire and battery replacement covered by other warranties, nor normal maintenance.

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More that's New... More for You... at the OLDS Exhibit!

FASHION-LINE DESIGN... WITH Skyrocket PERFORMANCE!

All eyes are on Olds—and no wonder! These '61 Oldsmobile models are the most fashionable eye-catchers to ever grace an auto show. Distinguished Ninety-Eights . . . spirited Super 88s . . . dollar-saving Dynamic 88s —all with more verve and vitality, more solid Oldsmobile quality and value than ever! See Olds for '61 at the auto show—then drive the model of your choice at your nearest Oldsmobile Quality Dealer's!

HOT NEW NUMBER IN THE LOW-PRICE FIELD!

F-85

Only Olds could pack *so much* in such a thrifty little package. So much good looks, so much spunk and Rockette V-8 spirit, so much economy and body-cradling comfort. Drive an F-85 . . . built for the buyer who wants *something better* in a smaller car!

All these Features... Only In Olds for '61!

SKYROCKET ENGINE for more spirited "go"!

FASHION-LINE DESIGN style that's distinctively new!

ACCEL-A-ROTOR ACTION a new kind of Hydra-Matic Drive!

TWIN-TRIANGLE STABILITY brings you the full benefit of coil spring comfort!

GUARD-BEAM FRAME featuring rugged torque-box construction!

VIBRA-TUNED RIDE for the quietest, most comfortable ride you ever tried!

EXCLUSIVE ROCKETTE ENGINE... Proved V-8 Design!

All F-85 models are powered by the new 155-h.p. aluminum liquid-cooled Rockette V-8—for outstanding action and thrift. *And it's standard at no extra cost!* All-new Hydra-Matic Drive* with Accel-A-Rotor action . . . available only on the F-85 in its field.

*Optional at modest extra cost.

OLDSMOBILE FOR '61

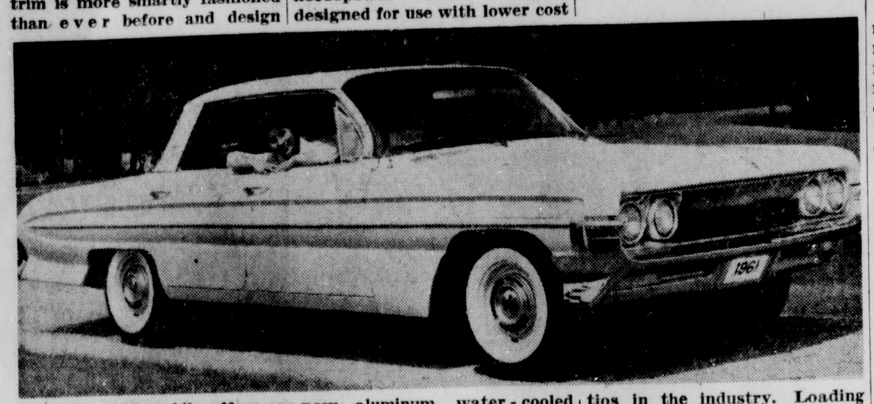
ALSO ON DISPLAY AT YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER'S

VISIT THE OLDS EXHIBIT AT THE WESTLAKE AUTO SHOW NOV. 2, 3, 4, 5

OLDSMOBILE FOR 1961

'Greatest Changes In Styling, Design'

THE OLDSMOBILE Dynamic 88 Holiday Sedan for 1961, pictured above, features a newly designed roofline, one of 8 different roofs available in Oldsmobile's full-sized cars. Interior trim is more smartly fashioned than ever before and design changes for passenger comfort include increased headroom, the elimination of the windshield pillar post, and chair height seats. The Dynamic 88 is powered by the 394 cubic inch, 250 horsepower "Rocket" engine, designed for use with lower cost regular grade gasolines. Also available as an extra cost option is the brilliantly performing 325-horsepower "Skyrocket" engine which is standard on the Super 88 and Classic 98 Oldsmobiles.



FOR 1961, Oldsmobile offers an F-85 and F-85 Deluxe station wagon in the low-price field. Both models are four-door, six-passenger wagons with 73.5 cubic feet of cargo space. The Deluxe model, with an optional at extra cost roof luggage rack, is shown above. F-85 station wagons are powered by the all-new aluminum, water-cooled Rockette V-8 engine. The engine has a displacement of 215 cubic inches and compression ratio of 8.75 to 1. The basic Rockette engine weighs approximately 350 pounds, and with maximum brake horsepower of 155 at 4,800 rpm, it has one of the highest power-to-weight ratios in the industry. Loading and unloading of the F-85 station wagons is extremely convenient. The Easi-Load rear gate, hinged to the roof, lifts above head height so that a person may reach directly into the cargo compartment without leaning over an extended tail gate.

The 1961 Oldsmobile Dynamic 88's, Super 88's and 98's in 18 different models incorporate the greatest changes in styling and design to be introduced by the division in many years, it was announced today by Jack F. Wolfram, vice president of General Motors and general manager of Oldsmobile. The new line of cars were introduced to the public at Oldsmobile dealer showrooms across the nation on October 6.

"In addition to their completely new, fresh and distinctive look, many design changes for passenger comfort have been made to make the 88's and 98's more attractive than ever before," Wolfram said. "Head room is increased, the cars are much easier to get in and out of, and seating comfort is greatly improved.

"This, together with many mechanical advancements, makes the 88's and 98's the most alert, best performing, most comfortable and smoothest riding and handling cars in the division's history," he declared.

New Market

"Oldsmobile's market has been widened—we are no longer fenced in by price class," Wolfram said. "Our new Dynamic 88's, Super 88's and 98's will please the many, many people who need, want and are accustomed to the beauty, comfort, utility and prestige of a full-sized Oldsmobile.

"The smaller F-85, Oldsmobile's entry in the low-price field," he continued, "will attract the many, many people who have always wanted an Oldsmobile but never thought they could afford one—up until now."

Highlighting the styling motif, the sculptured sides of the Dynamic 88, Super 88 and 98 sweep back from the distinctive, alert-looking front end, with the profile tapering at the rear—styling that is unmistakably Oldsmobile. Excluding convertibles, a total of eight different roof designs is featured on the various models within the three series.

"In 1961," he added, "we have taken a most important forward step toward more spectacular and glamorous interiors.

"Oldsmobile's Dynamic 88's, Super 88's and 98's will feature interior fashions of sensational decor — utilizing brighter, newer, more modern fabrics, color-harmonized with exterior finishes and patterned for utility, glamor and elegance.

"Even in the economical Dynamic 88, the new interiors compare with those available only on high price class cars a few years back," Wolfram stated. "Interior trims for the Super 88 are even more smartly fashioned while the 98 interiors are the most elegant of all.

New Bodies

"The bodies for the Dynamic 88 and the Super 88 have been completely redesigned," he continued.

"And the new body for the Classic 98 has distinctively different styling characteristics which give it strong series identification. Distinctive roof line, grille, side moulding and rear end treatment establish the 98 as the top of the line," he added.

"While the 1961 styling theme gives the cars a long, sleek look," Wolfrom explained, "overall length and width have actually been reduced so that they will fit in almost anyone's garage. Ample leg room has been maintained. Compared with 1960 the Classic 98, Super 88 and Dynamic 88 are from 3 to 5½ inches shorter overall. Exterior width is 3½ inches narrower and interior width remains virtually the same. Roominess has not been sacrificed.

"In all three series—the Dynamic 88, Super 88 and 98—head room has been substantially increased in the hardtop models and is ample in all body styles," he said.

"The 88's and 98's are much easier to get in and out of. The elimination of the windshield pillar offset along with higher door openings greatly improves entrance room," Wolfram added.

The front floor is lower, providing more comfortable chair height seats. The front floor tunnel is reduced another 25 percent, making it almost 50 percent smaller than the 1959 tunnel.

"Improvements in engine and transmission for 1961," Wolfram said, "have resulted in an even better balance between economy of operation and high performance.

"For example, the 325-horsepower 'Skyrocket' engine for the Super 88's and 98's has an improved induction system including a new camshaft design. Its compression ratio is increased to 10.0 to 1 to take full advantage of the premium fuels now available.

"The brilliantly performing Skyrocket engine with 4-barrel carburetor and 394 cubic-inch displacement is also available on Dynamic 88 models at extra cost," Wolfram added.

OLDSMOBILE'S F-85 ENTERS LOW-PRICE FIELD, MARKET UP

With the entry of the new smaller Oldsmobile F-85 into the low-price field and with the introduction of excitingly new Dynamic 88's, Super 88's and 98's, Oldsmobile's market has been widened—especially here on the West Coast, Jack F. Wolfram, Oldsmobile general manager and a vice president of General Motors, said in San Francisco today.

"We are no longer fenced in by price class," Wolfram told 100 auto editors recently. "Our dealers can sell in the low price field with the F-85, the medium price field with the Dynamic 88 and Super 88, and on the borders of the luxury field with the Classic 98.

"We and our dealers are convinced," Wolfram continued, "that the complete Oldsmobile line for 1961 offers the greatest sales opportunity in our history."

"The 88's are completely redesigned—restyled — repowered for the many people who need, want and are accustomed to the beauty, comfort, utility and prestige of the full-size Oldsmobile," he said. "And the new 98's with their own distinctive styling characteristics — larger body and longer trunk — are more classic than ever.

"The smaller Oldsmobile, the F-85, is designed for the buyers who want the best in a smaller car—designed for the many people who have always wanted to own an Oldsmobile but didn't think they could afford it until now."

Speaking optimistically about the outlook for the auto industry, Wolfram noted estimates that 6,800,000 new cars would be sold this year.

"In 1961 I look for at least that many—maybe 7 million," Wolfram said. "The fast-developing West Coast should continue to get its share of this market. As far as Oldsmobile is concerned I am particularly optimistic, because you people out here are noted for your open-minded approach to modern living.

"Traditionally," he continued, "you have welcomed the new and the different—in your giant freeways—in your ultra-modern suburban shopping centers—in your home and industrial architecture—and in your choice of automobiles.

"That's why I expect Oldsmobile's Pacific Region market to increase in 1961," Wolfram said, "because the F-85 — the Dynamic 88, the Super 88 and the Clasic 98 are new and they are different. Over the years the automobile business will continue to grow and Oldsmobile is prepared to grow with it.

"Oldsmobile is moving forward in many ways," he added. "Our employment in Lansing is increasing. By the end of October, 1100 more people will have been hired. And — I understand that employment at South Gate Assembly Plant is also being substantially increased. We have installed a brand new assembly line for the F-85 at Lansing and have just completed a new Service Parts Warehouse with three-quarters of a million square feet under one roof.

Wolfram also told the editors that Oldsmobile will soon begin construction of a new engineering laborartory. This building will more than double the division's engineering facilities.

"These are examples," he said, "of what Oldsmobile is doing to better serve its customers."

"The 98, Super 88 and Dynamic 88, each in its own class, feature a new sensation in alert performance, excellent fuel economy for their size, glamorous interiors and styling that is fresh, new and distinctive," Wolfram said.

"The 98 with its own distinctive styling characteristics is instantly recognizable as the top of the line," he added.

"Front end appearance, the grille, front bumpers—the entire front end is outstanding," he stated. "Rear end appearance—taillamps, trunk lid contour and rear fender design—all of these combine to give Oldsmobile styling leadership."

He said that in addition to styling changes in the full-size cars, Oldsmobile has a new chassis design in which passengers are cradled within the frame side rails. The frame is cushioned on new rubber-insulated front and rear suspensions.

"The 1961 full-size Oldsmobiles," he added, "are remarkably quiet, smooth and stable."

Oldsmobile's general manager revealed that many design changes for passenger comfort have been made. One of the most important of these is increased head room. Higher door openings and the elimination of the windshield pillar offset greatly improve entrance room and make the cars easier to get in and out of. More comfortable chair height seats have resulted from lowering the front floor. Floor tunnel size has been reduced by another 25 per cent.

The new smaller Oldsmobile —the F-85—went on sale at Oldsmobile dealer showrooms from coast to coast October 6, J. F. Wolfram, Oldsmobile general manager and a vice president of General Motors, announced today.

"The F-85 brings traditional Oldsmobile quality, performance and styling into the low-price field for the first time," he pointed out. "This new addition to Oldsmobile's line of redesigned, restyled and repowered Dynamic 88's, Super 88's and 98's will open up the opportunity of Oldsmobile ownership to a much larger segment of the car-buying public than ever before.

"The Oldsmobile F-85," Wolfram said, "is a six-passenger car combining high performance and economy of operation — ideally proportioned for handling ease, attractive styling and eye appeal. It will be offered in two body styles, a four-door sedan and a four-door station wagon, with deluxe versions of each.

Seat Six

"The new smaller Oldsmobile," he added, "is 188.2 inches long overall. Built on a 112-inch wheelbase, it is 71.6 inches wide and 52.6 inches high. Not only does it seat six people comfortable but it also offered a very ample 12.1 cubic feet of luggage space.

"Designed for the buyer who wants the best in a smaller, lower-priced car with economy of operation," Wolfram said, "the F-85 offers outstanding economy—25% more miles to the gallon than many full-size cars—but it never compromises on performance. It has safety power to spare—for passing and smooth merging with traffic on expressways. Its performance is outstanding."

He explained that the F-85's combination of lively performance and excellent fuel economy is due to two things: the car's curb weight of only 2695 pounds, some 1500 pounds less than its full-size brother, the Dynamic 88; and the efficiency of Oldsmobile's new aluminum Rockette V-8 engine.

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OLDSMOBILE for 1961

Never before has Olds combined such beauty of line with such sparkling performance in its three famous series! Never before have *you* experienced anything like the exciting *SKYROCKET* Engine and all-new Hydra-Matic* with Accel-A-Rotor action! And just wait till you see all the headroom, legroom, entry room in Oldsmobile for '61!

*Standard on Classic 98, optional at extra cost on other series.

F-85

Here's an all-new kind of car in the low-price field—more agile to drive, more economical to operate! Sized to seat six in comfort! Not too big . . . not too small . . . just right for you! So sturdy and road-sure you'll drive all day without tiring! Smooth and quiet in the Oldsmobile tradition!

Built for the buyer who wants something better in the low-price field!

- Exclusive aluminum Rockette V-8 engine turns out a spirited 155 h.p.
- Handy 188-inch length.
- Easy-riding 112-inch wheelbase.
- Sedans or Station Wagons—all with four big doors.
- New Hydra-Matic with Accel-A-Rotor action (optional at extra cost).
- Big space inside . . . for you *and* your luggage!

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